

DR. GLASGOW, AMCA AND MOSQUITO NEWS

The American Mosquito Control Association and its official journal, *Mosquito News* probably owe their existence in their present form more to Dr. Robert Glasgow than to any other one man. Some of the older members who are still active know personally of the long hours of patient research on other societies which he contributed to the organization of the American Mosquito Control Association, and the profound thought which he gave to the writing of its constitution and bylaws. They will also recall the meticulous care with which he weighed, considered, and explained his views. They will remember his firmness in insisting on certain points, while at the same time freely conceding on others when differing opinions were thought to be sufficiently well founded.

Filed with other records pertaining to the early history of AMCA and *Mosquito News* is an especially interesting letter written by Dr. Glasgow to Mr. Mulhern, who was then Secretary of the Eastern Association of Mosquito Control Workers, before the AMCA was formed. The excerpts from this letter presented below are especially revealing in giving an insight into Dr. Glasgow's ideas and ambitions for *Mosquito News*—ambitions which for the most part he lived to see fulfilled.

"I have given a considerable amount of thought to the Mosquito Journal problem since your letter of July 31st [1940] came.

"It seems to me that there is a place for a really worthwhile scientific journal in the general field of mosquito bionomics including control, and that such a publication will be started sooner or later by someone.

". . . It seems to me, in fact, that the future usefulness and influence if not even the continued existence of the Eastern Association of Mosquito Control Workers may well be determined

by our decisions concerning this contemplated publication.

"Starting such a publication, however, should not be undertaken lightly. It will mean hard work and a burdensome editorial and financial responsibility for the Association in general, and for the several members who must be immediately responsible for the publication, in particular. . . . Any worthwhile periodical that we might attempt to publish must be so planned and managed as very largely to finance itself.

"This can be accomplished only through two channels:

"(1) A large number of paid subscribers; probably not less than 500, and preferably more. This would mean a publication the quality of which would command a wide circulation outside of our own present membership.

"(2) And/or a profitable list of advertisers, which could be successfully solicited and maintained only for a periodical that could be depended on to reach an adequate and potentially interested group of prospective purchasers. This, again, would mean a publication the quality of which would command a wide circulation to paid subscribers in our own field and in related fields that are likely to be of interest to our particular group of potential advertisers.

"To create such a periodical, we should first canvas the field carefully to determine the following:

"(1) What groups of scientific and practical workers and what libraries, institutions and other agencies would want, or be obliged to have access to a periodical such as we might create.

"(2) What manufacturers and other advertisers might wish to reach the potential market represented by these potential subscribers. (Excluding, of course, all advertisers of doubtful standards.)

"(3) What are standard advertising rates in similar publications. (This would probably depend upon the size and character of the subscription lists.)

"(4) What subscription price would be financially most advantageous. (A high quality periodical at a low subscription price should have a larger circulation; and this should command a higher advertising income—both as to volume and rates—which might offset even a loss on the subscription price.)

". . . Only if responsibility can be divided among several Assistant Editors and the work shared by the entire membership could the Association carry such a publication through its first year.

". . . To start such a publication, it would probably be necessary for the members to assume financial responsibility for any deficit incurred in publishing the first volume of four numbers.

"To interest advertisers, we should be prepared to guarantee the following:

"(1) Publication of one complete volume of at least four quarterly numbers, aggregating not less than 400 pages for the year. (More pages if resources permit.)

"(2) Printing not less than 500 copies of each number. (More if resources permit.)

"(3) Distribution of not less than 500 copies (and more if resources permit) to subscribers, to libraries, and as sample copies to mosquito control workers, malaria control workers, public health workers and other professionally interested individuals and institutions in

the Continental United States (and abroad if advertising interest should warrant the extra cost of distribution).

"A tentative or assured mailing list would be helpful to the advertising manager.

"Approximate Costs (estimated):

Printing 400 pages at \$3.00 per page	\$1,200.00
Wrappers for 2000 numbers.....	10.00
Postage on 2000 numbers.....	100.00
Miscellaneous (Letterheads, type-writer paper, carbon paper, second sheets, envelopes, postage on correspondence, index cards for mailing lists, filing cases, etc.)	190.00
Total	\$1,500.00

". . . For the second year, the subscriptions plus advertising should carry the entire cost of publication, perhaps even with a surplus from which to refund any losses borne by members during the first year, and eventually to finance research work and the like in subsequent years. . . ."

In reflecting on this letter after 24 years have passed, one is impressed by the clarity of his vision of the future. One must note also his restraint in suggesting that a circulation of 500 might be possible. And those in charge of the finances will note with interest the estimate of costs which have increased by five to ten times over the figures given in 1940.

Of the many persons who have served the Association over the years, no one has served it more faithfully or had its interests closer to his heart than Dr. Robert Glasgow.